

Message Text

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72

ORIGIN COME-00

INFO OCT-01 EUR-25 ISO-00 CIAE-00 EB-11 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 /075 R

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USIA/GRCALLAWAY(SUBS)

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P 192132Z JUN 74

FM SECSTATE WASHDC

TO AMEMBASSY SOFIA PRIORITY

AMEMBASSY VIENNA PRIORITY

UNCLAS STATE 131461

VIENNA FOR EWTC

E.O.11652:NA

TAGS:BEXP,BU,AU

SUBJECT: PLOVDIV EXHIBIT - RECRUITING PROBLEM

1. STAUFFER CHEMICALS TODAY FORMALLY TURNED DOWN PARTICIPATION PLOVDIV. WE CONSIDERED THIS PRIME PROSPECT AND HAD VERBAL ASSURANCES PARTICIPATE FRO U.S. OFFICES.

2. REFUSAL BY DECISION-MAKING GENEVA OFFICE BASED ON ASSUMPTION THAT FAIR WILL AGAIN EMPHASIZE DISPLAY ASPECTS AND NOT HAVE SPECIFIC MARKET PROMOTION SERVICES PROVIDED BY COMMERCE.

3. IN ORDER PREVENT FEARED SIMILAR REACTION, WE SUGGEST FOLLOW-UP TELEGRAM ASAP TO THIS AND OTHER FIRMS CONTACTED PREVIOUSLY BY SOFIA OUTLINING COMMERCE PACKAGE OF SERVICES
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SUCH AS PRE-FAIR MARKET PROMOTION, TRANSLATION, INTERPRETERS

AND FULL-SCALE SALES EFFORTS.

4. OF INTEREST, STAUFFER GENEVA OFFICE REPORTEDLY STATED
PAST PARTICIPATION IN IMAGE FAIRS PROVED FRUITLESS AND IT HAS
DECIDED AVOID FUTURE US SHOWS THIS TYPE.

5. WE ARE SENDING TELEX TO GENEVA TO CORRECT ANY
MISIMPRESSIONS ABOUT PLOVDIV AND REQUESTING RECONSIDERATION
UNTIL RECEIPT OF COMMERCE INFO KIT. BELIEVE DOUBLE
BARREL APPROACH WITH SOFIA MAY REVERSE DECISION.

6. KEEP US INFORMED. KISSINGER

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NNN

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